

2022

Advertising & Branding Opportunities



AWIS
ASSOCIATION FOR WOMEN IN SCIENCE



Connect with the AWIS network to help your organization achieve its goals.

With a 50-year history of championing women in science and over 30 grassroots chapters, AWIS offers opportunities for professional development, recognition, and networking with members, allies and supporters worldwide.

Founded in 1971, AWIS is the leading organization dedicated to driving excellence in STEM by achieving equity and full participation of women in all disciplines and across all employment sectors. AWIS membership is open to any individual who supports the vision and mission of AWIS.

AWIS has helped guide Congress, the United Nations, pharmaceutical and biotech companies, institutions and other professional organizations on decisions and best practices to achieve gender diversity and positive system transformation in STEM.

With our reach and communication channels, AWIS also provides:



**Advertising
Opportunities**



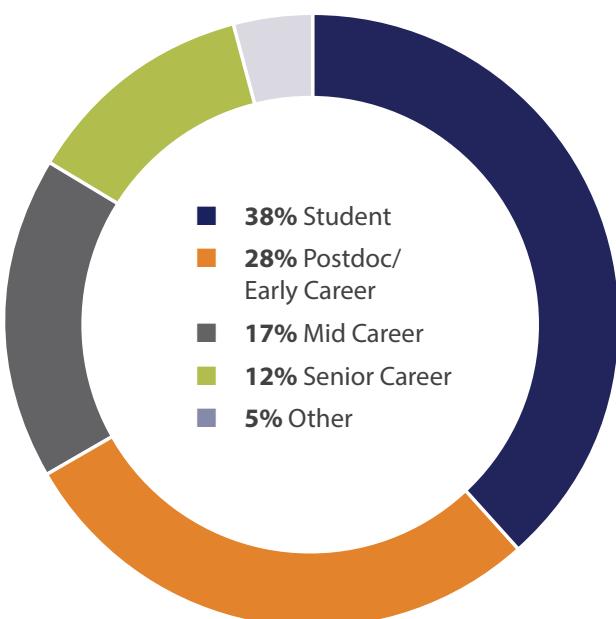
**Thought
Leadership
Opportunities**



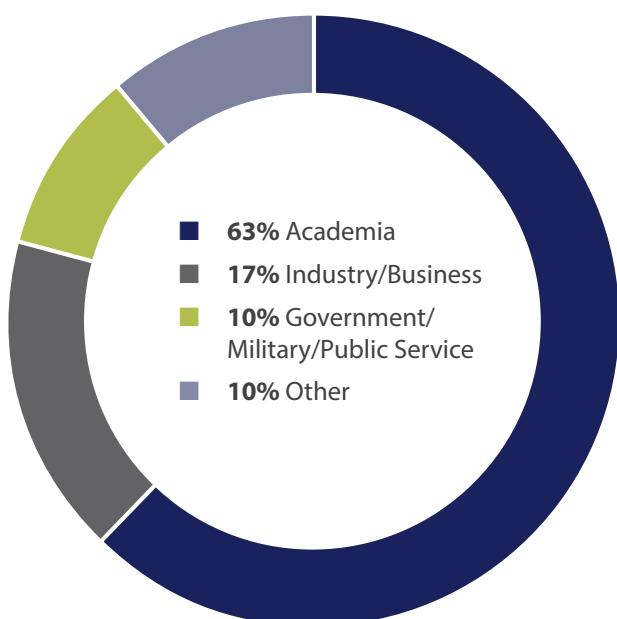
**Talent
Management
Solutions**

AWIS Member Demographics and Reach

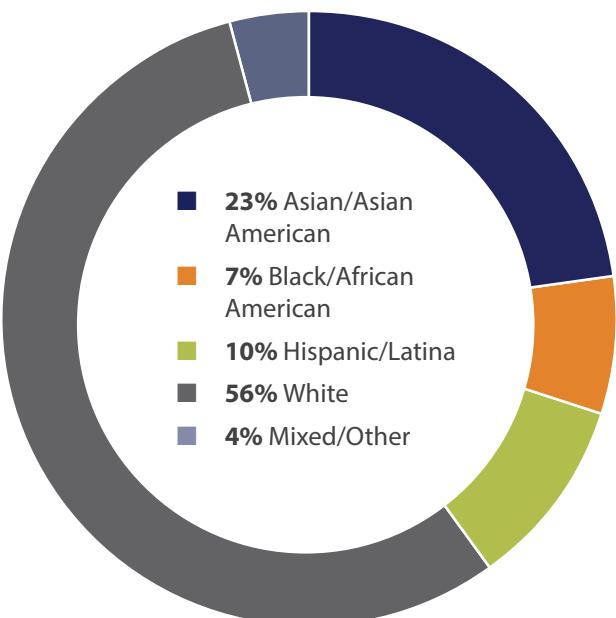
CAREER LEVEL



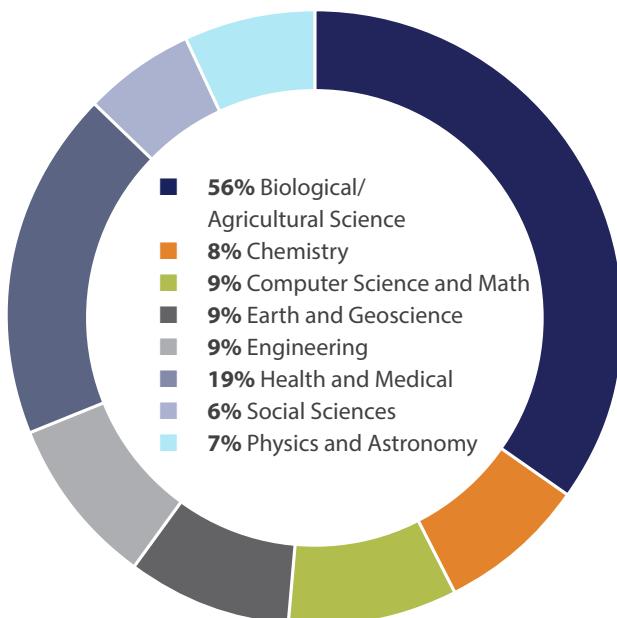
EMPLOYMENT SECTOR



RACE/ETHNICITY



DISCIPLINE



13,000

Email Newsletter
Subscribers



15,000

Average Monthly
Website Visitors



50,000

Social Media
Followers



429,000

AWIS Career Center
Job Views in 2021

Advertising Opportunities

Promote your brand through **AWIS Magazine Digital Advertising**

AWIS Magazine is now digital! This is our flagship publication for women with careers in science, technology, engineering, mathematics, and medicine fields. Our award-winning quarterly magazine includes timely industry related articles that feature workplace trends, career advancement and advocacy work in Washington, DC and across the country. Your ad will appear in the digital magazine which is distributed to AWIS members and advertised to prospects, supporters, and allies.

FULL COLOR AD RATES

AD SIZE	1x	2x	3x	4x
INSIDE FRONT COVER	\$3,200	\$3,100	\$3,000	\$2,900
FULL PAGE	\$2,900	\$2,800	\$2,700	\$2,600
HALF PAGE	\$2,225	\$2,150	\$2,075	\$2,000
QUARTER PAGE	\$1,825	\$1,775	\$1,725	\$1,675

All rates are discounted 15% to advertising agencies. All ads must adhere to AWIS magazine specs, rules and restrictions. Black and white rates are available upon request.

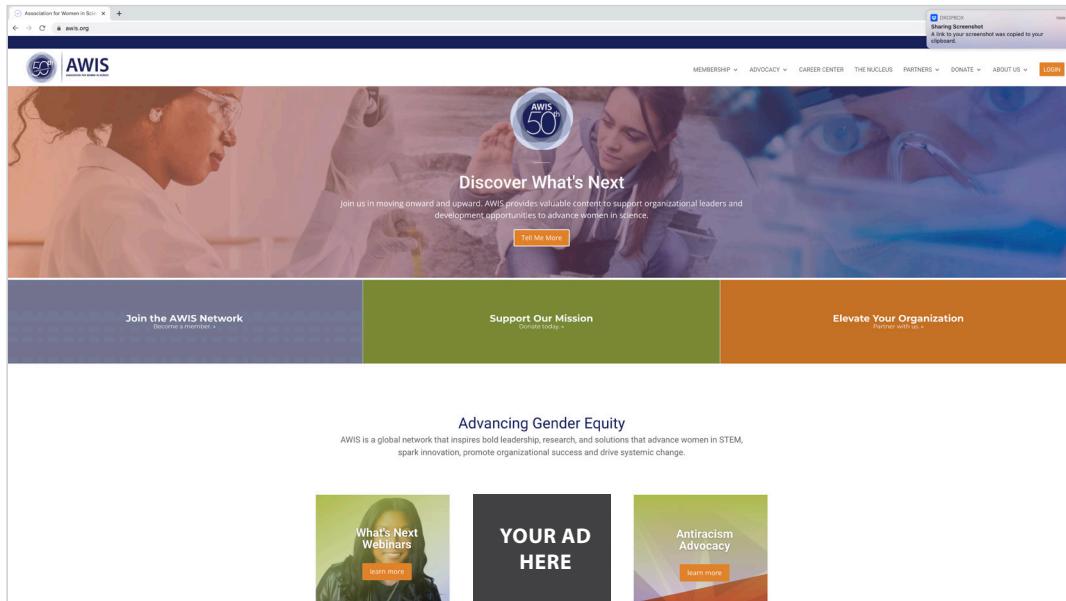
AD SPECS	SIZE (inches, no bleed)
Full page	8.75 x 11.75
1/2 page horizontal	7.75 x 5
1/2 page vertical	3.75 x 10.25
1/4 page vertical	3.75 x 5
1/8 Page	3.75 x 2.5

FILE SPECIFICATIONS

RESOLUTION: 300 dpi color, CMYK FORMAT: PDF files preferred. (Images must be 300 dpi and all fonts embedded).



We also offer branded content opportunities if you would like to insert a feature article instead of an advertisement. See "AWIS Magazine Article" on page 9 for more information.



AWIS Website

The AWIS website averages 15,000 visitors a month. Over 60% are new visitors, and 80% are from the United States.

HOME PAGE AD

700 px x 580 px
\$1000/month static
\$1500/month animated

FILE SPECIFICATIONS

RESOLUTION: 72 dpi
COLOR: RGB
FORMAT: jpg, gif (animated accepted) or PNG
MAXIMUM SIZE: 40Kb

POLICY

Online advertising is posted on the AWIS website within 5 business days of your insertion request. The advertisements remain online for 30 days. AWIS has the right refuse any ad that includes discriminatory or offensive content or conflicts with our mission.

Fireside Friday Newsletter

A members-only weekly digest of chapter news and information related to equity in STEM across all disciplines and employment sectors.

AD RATES

1x digital ad \$500/issue

AD SPECS & REQUIREMENTS

Images should be web resolution 72 dpi and RGB color mode.

File types: .png, .jpg, or .gif (animation accepted) no larger than 40 KB.

1. Desktop: 800 px (width) x 200 px (height)
2. Mobile: 360 px (width) x 120 px (height)
3. URL for mobile and desktop ads
4. Copy for text-only email (should be not more than 70 characters, including spaces.)
5. Display URL: 35 characters. (The display URL, the Internet address that customers see in an ad following the ad text, is the last line of your ad.)

DEADLINE

All ads are due two weeks prior to publication and subject to newsletter availability.

POLICY

AWIS has the right to refuse any ad that does not adhere to the submission requirements or includes discriminatory or offensive content that conflicts with our mission and vision.

[See a sample.](#)



AWIS News Brief

Distributed weekly on Tuesdays, this digital e-newsletter reaches more than 13,000 subscribers. These industry professionals want to keep abreast of the latest industry news and trends affecting women in science and related STEM fields.

A variety of ad sizes are available. View a [sample newsletter](#). For ad specs and pricing visit, www.multibriefs.com/briefs/awis/. For additional questions please contact salesinquiries@mutiview.com.

Thought Leadership Opportunities

Highlight your organization in an AWIS Magazine Article

In addition to advertising (page 5), your company could insert a one- or two-page feature article to the award-winning *AWIS Magazine*. Our global audience would be interested in the trends your organization is seeing, profiles of the women scientists and leaders in your organization, or a case study showing your commitment to workplace diversity.

ONE PAGE \$2,500

Full-color feature article of approximately 300–400 words.

Advertiser should provide:

- > Author name, title, bio, headshot
- > Short headline for the article
- > Article text (300-400 words) *
- > Pull quote (approx. 8-10 words)
- > Photo, caption, and credit (optional)

TWO PAGES \$4,500

Full-color two-page feature article of approximately 600–800 words.

Advertiser should provide:

- > Author name, title, bio, headshot
- > Short article headline
- > Article text (600-800 words)*
- > Pull quote (About 18 words)
- > Photo, caption, and credit

* Articles will be marked at Sponsored Content and are subject to review by the AWIS editorial staff. They may be shortened or edited for clarity.

EDITORIAL CALENDAR

ISSUE	AD MATERIAL DUE	PUBLISH DATE
SPRING		
Innovation & Inclusion	MARCH 1	MID-APRIL
SUMMER		
Summer of Science	JUNE 1	MID-JULY
FALL		
Innovation & Leadership	SEPTEMBER 1	MID-OCTOBER
WINTER		
Innovation & Technology	DECEMBER 1	MID-JANUARY

A **diverse** workforce. Not only are we advancing the science of treatment and care for our patients, we are also advancing our diversity and inclusion efforts to bring a fresh perspective to our work.

We believe that a variety of perspectives and backgrounds are essential to our success. We know that diverse teams can accomplish more work and make better decisions than teams that are homogenous.

> Inclusive leadership

- > **Conscientious social equity** in the company culture, in our clinical trials, and in our educational trials
- > **A "space up" culture where** colleagues feel comfortable sharing their opinions and feel seen and heard
- > **A diverse talent pipeline**

Through various Employee Resource Groups (ERGs), our Global Inclusion and Diversity council, and our Diversity, Equity, and Inclusion (DEI) committee, we are working to effect change in company culture and strategy. Our DEI Peer to Peer, senior, and executive teams, along with our DEI Council, are working to support our mission of creating a more inclusive culture. Together, the DEI Council, AWIS, and the Global Inclusion and Diversity council are working to ensure that our organization is a place where everyone feels welcome.

In order to achieve this, AWIS must continually strive to make contributions, not only internally, but to society as well, including the promotion of health equity initiatives or support to other organizations that are working to increase diversity and inclusion. We strive to be a leader in our field and to encourage others to do the same. We are committed to making a difference in our communities, our work, and the world. 

While we are proud of our current progress, there is work to be done. And we are committed to continuing to work towards a more diverse and inclusive future. Thank you for your support and for helping us to help others.

Hope for a better world, one step at a time.  

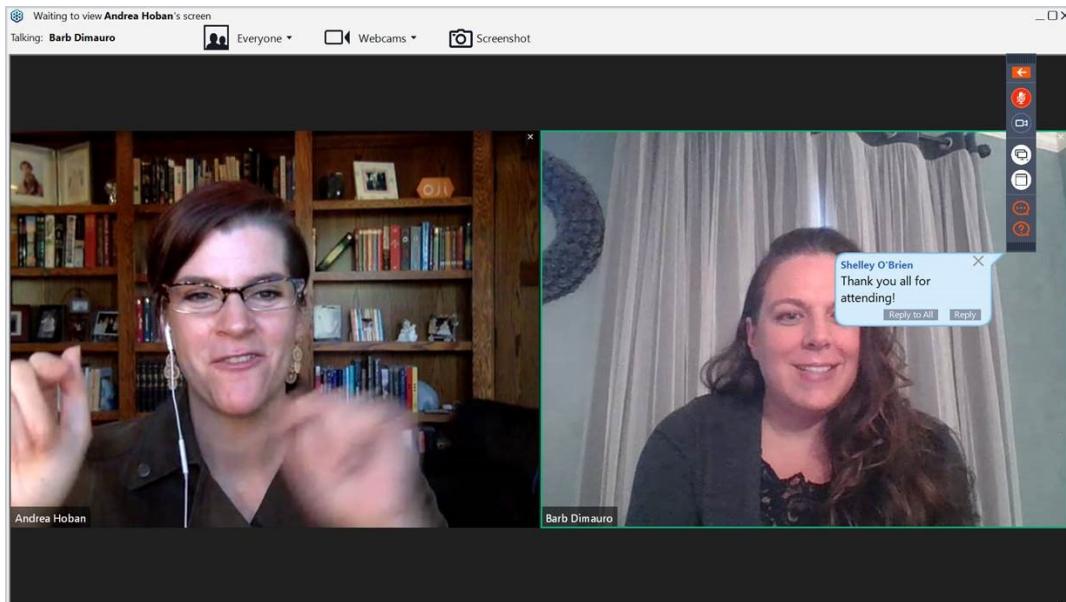
AWIS Magazine • MARCH 2021

Demonstrate your corporate values by sponsoring AWIS Webinars

AWIS produces monthly webinars that provide the latest perspectives from a wide range of leading experts and science luminaries on advocacy, professional development, business development and live workshops. Webinars are free for our membership and open to the public for a fee.

Webinar sponsorship fee is \$2,000. Sponsors will be mentioned in the webinar marketing and acknowledged at the beginning of the webinar. In addition, they may introduce the speaker and share why this topic mirrors their company's values.

For a curated webinar specific to your company, group rates, or partnership information, please contact Torre Nibblett.



**Retain and develop
your employees with
AWIS webinars!**

Learn more on page 13.

Talent Management Solutions

Find diverse talent in the AWIS Career Center

Increase diversity in your workforce. The AWIS Career Center contains a pool of talented professionals with experience in STEM who are ready to compete and advance in the global market. The AWIS Career Center is open to all AWIS members and non-members.

You can purchase online at www.awis.org/careercenter with a credit card and start posting jobs or searching the resume bank today!

SINGLE LISTING	PRICE
30 days	\$309
60 days	\$599
90 days	\$879
5-Pack of 30-Day Single Listings	\$1,339
30 day Banner Ad	\$300
Purchase a single resume	\$35
Access the resume vault for 30 days	\$349

The screenshot shows the AWIS Virtual Career Fair homepage. At the top, there's a banner for the "AWIS VIRTUAL CAREER FAIR" on February 10, 2022, from 1:00 - 4:00 p.m. (EST), with a "Register Today!" button and a photo of a woman. Below the banner is the AWIS logo and navigation links for AWIS Home, Employers, Job Seekers, Internships, and POST A JOB. The main feature is a large photo of five women smiling. Text overlay reads "The AWIS Career Center" and "Open Positions for Talented STEM Professionals". Below the photo are search fields for "Keyword or Job Title" and "Location", and a "SEARCH JOBS" button. A "Career Center Snapshot" section at the bottom displays statistics: 3,518 Employers, 1,650 Job Seekers, and 11,045 Jobs.

Inspire your employees with AWIS Webinars

Augment your training resources and increase employee satisfaction with engaging AWIS content. We host valuable professional development webinars as well as educational film screenings, author Q&As, and advocacy conversations. Group rates are available for upcoming events.

Past recordings with discussion guides are also available for \$500/webinar. View our library at www.awis.org/professional-development-webinar-archive.



Elevate your organization with an AWIS Partnership

Whether your organization is already heavily invested in gender equity or aspires to improve diversity, a partnership with AWIS may be just what you need! Give your employees full access to our community and resources to demonstrate that you care about their career development.

In addition, you can proudly display your commitment to diversity, equity and inclusion. By helping all employees grow their understanding of the issues facing women in science and STEM, your organization will improve your company culture, reduce turnover, increase productivity and your bottom line.

Learn more at www.awis.org/partner or contact Torre Nibblett.